

Message Text

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PAGE 01 WELLIN 01236 01 OF 02 110033Z
ACTION EA-12

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R 102019Z MAR 78
FM AMEMBASSY WELLINGTON
TO USDOC WASHDC
AMEMBASSY TOKYO
INFO SECSTATE WASHDC 5133
AMEMBASSY CANBERRA
AMCONSUL SYDNEY
AMCONSUL AUCKLAND BY POUCH

UNCLAS SECTION 01 OF 02 WELLINGTON 01236

E.O.11652:N/A
TAGS: ETRD, NZ
SUBJECT: NEW ZEALAND VISIT USA SEMINARS

USDOC AND TOKYO FOR USTS

1. SUMMARY: SIX VISIT USA SEMINARS WERE HELD IN NEW ZEALAND THE WEEK OF FEBRUARY 27. ELEVEN TRAVEL FIRMS JOINED WITH THE U.S. TRAVEL SERVICE AND THE U.S. MISSION IN NEW ZEALAND TO CO-SPONSOR THE SEMINARS, AND 270 TRAVEL AGENTS FROM THROUGHOUT THE COUNTRY ATTENDED. END SUMMARY.

2. BACKGROUND: OVER THE LAST SEVERAL MONTHS, THE EMBASSY HAS BEEN WORKING WITH THE NEW ZEALAND VISIT USA COMMITTEE AND USTS TO ORGANIZE THE FIRST SERIES OF VISIT USA SEMINARS EVER HELD IN THIS COUNTRY. IN ORDER TO MAXIMIZE THE APPEAL OF NEW ZEALAND SEMINARS TO PROSPECTIVE CO-SPONSORS FROM OVERSEAS, IT WAS DECIDED TO HOLD THE PROGRAM IMMEDIATELY PRIOR TO A SERIES OF SEMINARS IN AUSTRALIA BEING HELD IN FOUR CITIES BEGINNING MARCH 7. INVITATIONS TO TAKE PART WERE SENT TO SEVERAL LOCAL AND UNCLASSIFIED

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REGIONAL TOURISM BUREAUS IN THE USA, TO VARIOUS TRAVEL COMPANIES THERE, TO SELECTED TRAVEL COMPANIES WITH OFFICES IN NEW ZEALAND, AND, THROUGH THE INTERMEDIARY OF AMCONSUL SYDNEY, TO MEMBERS OF THE VISIT USA COMMITTEE IN AUSTRALIA, AS WELL. USTS WAS ABLE TO PROVIDE GENEROUS MATERIAL AND FINANCIAL SUPPORT, AND IT WAS AGREED THAT COSTS WHICH COULD NOT BE MET BY USTS WOULD BE DIVIDED

EQUALLY AMONG THE INDUSTRY CO-SPONSORS. EVERY TRAVEL AGENCY MARKETING INTERNATIONAL TRAVEL IN NEW ZEALAND WAS INVITED TO SEND STAFF MEMBERS TO ONE OF THE SIX HALF-DAY SESSIONS - TWO IN AUCKLAND ON FEBRUARY 27, TWO IN WELLINGTON MARCH 1, AND TWO IN CHRISTCHURCH MARCH 3. NEW ZEALAND'S DOMESTIC AIR CARRIER, NATIONAL AIRWAYS CORPORATION, GENEROUSLY GRANTED A 75 PERCENT DISCOUNT FOR AGENTS TRAVELLING TO AND FROM THE SEMINARS FROM OUTLYING COMMUNITIES.

3. WHAT HAPPENED: ELEVEN FIRMS JOINED THE EFFORT AS CO-SPONSORS, INCLUDING FOUR WHOSE PERSONNEL CAME FOR THE EVENTS FROM OVERSEAS. TAKING PART FROM OFFICES IN NEW ZEALAND WERE AIR NEW ZEALAND, AMERICAN AIRLINES, AVIS, GREYHOUND, HERTZ, PAN AM AND TWA. FROM SYDNEY CAME BRANIFF, TREKAMERICA (CAMPING HOLIDAYS) AND SHERATON (WITH THE PARTICIPATION OF A SENIOR SALES REPRESENTATIVE FROM HONOLULU). ALSO TAKING PART WAS WESTERN AIRLINES FROM LOS ANGELES. 270 TRAVEL AGENCY STAFF MEMBERS ATTENDED THE SIX SEMINARS, AND APPROXIMATELY 50 OF THESE CAME FROM OUTSIDE THE THREE MAIN CENTERS, SOME TRAVELLING AS FAR AS 200 MILES ONE-WAY TO ATTEND. EACH SEMINAR RAN FOR THREE HOURS. FOLLOWING BRIEF WELCOMING REMARKS (GIVEN BY AMBASSADOR SELDEN IN AUCKLAND AND WELLINGTON AND BY HENRY RIEGNER AND FRITZ SCHMITZ OF USTS IN CHRISTCHURCH), THE GUESTS DISPERSED TO THE BOOTHS OF THE UNCLASSIFIED

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INDIVIDUAL INDUSTRY CO-SPONSORS, AND DURING THE REMAINDER OF THE SEMINAR ROTATED IN CLUSTERS FROM BOOTH TO BOOTH AT FIXED INTERVALS. A COFFEE BREAK WAS PROVIDED AT MID-MORNING AND MID-AFTERNOON. AS EACH AGENT LEFT A SEMINAR, HE OR SHE WAS GIVEN A DECORATED PLASTIC SACK CONTAINING THE LITERATURE OF THE INDUSTRY CO-SPONSORS, AS WELL AS LITERATURE MADE AVAILABLE BY USTS.

4. SUPPORT FOR THE SEMINARS CAME FROM SEVERAL SOURCES. THE INDUSTRY CO-SPONSORS CONTRIBUTED MANPOWER AND THEIR OWN LITERATURE, AND TOGETHER FUNDED HOSPITALITY AND SOME OTHER COSTS ASSOCIATED WITH THE SESSIONS;

FOR THESE PURPOSES, EACH INDUSTRY CO-SPONSOR WILL HAVE CONTRIBUTED ABOUT 100 DOLLARS. USTS PROVIDED GENEROUS FINANCIAL AND MATERIALS SUPPORT, WITHOUT WHICH THE SEMINARS PROBABLY COULD NOT HAVE BEEN HELD. USIA/WASHINGTON AND THE USIS OFFICES IN AUCKLAND, WELLINGTON AND CHRISTCHURCH CAME TO OUR AID BY HANDLING PRESS COVERAGE, AND PROVIDING TRAVEL-ORIENTED VIDEO TAPES AND EQUIPMENT ON WHICH TO PLAY THEM AT EACH LOCATION. AMCONSUL SYDNEY, WHICH HAD COORDINATED SIMILAR

SEMINARS IN AUSTRALIA LAST YEAR, RECRUITED THREE OF OUR CO-SPONSORS, AND FURNISHED MATERIAL AND MORAL SUPPORT.

5. POST MORTEM: MANY OF THE INVITED TRAVEL AGENCY PERSONNEL WENT OUT OF THEIR WAY TO COMMENT AT THE END OF EACH SEMINAR ON HOW USEFUL THE SESSION HAD BEEN, AND ON ITS EFFECTIVENESS IN FILLING AN INFORMATION VOID ON THE USA AND HOW TO MARKET IT AS A TOURISM DESTINATION.

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MANY URGED THAT SUCH SEMINARS BE HELD ANNUALLY, AND SOME OFFERED THOUGHTFUL AND CONSTRUCTIVE SUGGESTIONS FOR IMPROVEMENTS WE MIGHT WISH TO MAKE IN THE FUTURE. NOONE HAD ANYTHING BUT PRAISE FOR THE SEMINARS.

6. THE ELEVEN INDUSTRY CO-SPONSORS HAVE ALL INDICATED THAT THEY WOULD TAKE PART IN SEMINARS HELD NEXT YEAR, AND MESSRS RIEGNER AND SCHMITZ OF USTS PROVIDED STRONG AND WELCOME ENCOURAGEMENT TO REPEAT THE EFFORT ON AN ANNUAL BASIS. DISCUSSIONS WITHIN THE NEW ZEALAND COMMITTEE WILL BE HELD WITH THAT OBJECT IN VIEW.

7. MINOR CHANGES TO THE FORMAT WILL BE CONSIDERED. FOR EXAMPLE, THE AUDIENCES MONDAY MORNING AND FRIDAY AFTERNOON WERE SOMEWHAT SMALLER THAN THOSE AT THE OTHER FOUR SEMINARS; AS A RESULT, CONSIDERATION WILL BE GIVEN TO A TUESDAY-THURSDAY-TUESDAY FORMAT IN THE FUTURE. THERE HAVING BEEN A FEW GAPS IN THE INVITATION LIST FOR THE SEMINARS, AN EFFORT WILL BE MADE IN FUTURE TO

WORK WITH TRAVEL INDUSTRY SERVICES IN AUCKLAND IN
IDENTIFYING AGENCIES WHICH SHOULD BE INVITED; NEW
ZEALAND'S DOMESTIC CARRIER, NATIONAL AIRWAYS, HANDLED
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THIS ASPECT OF THE OPERATION THIS YEAR.

8. IN ADDITION, THE VIDEO TAPE PORTION OF THE PROGRAM
COULD HAVE BEEN STRENGTHENED HAD WE BEEN ABLE TO
COMPLEMENT THE "TOUR USA" VTR FURNISHED BY USIA WITH
A SERIES OF SHORT VTR CLIPS DEALING WITH THE LOGISTICS
OF TRAVELLING TO AND IN THE U.S.A. - CLEARING CUSTOMS;
RENTING CARS (WHAT IS AN ASPEN?) AND CAMPERS; TRAVELLING
BY BUS OR TRAIN; SELECTING A HOTEL OR MOTEL (WHAT IS
THE DIFFERENCE? DO THEY HAVE KITCHENETTES? HOW MUCH
WILL A DECENT ROOM COST?); COPING WITH A PLETHORA OF
INTERNAL AIR CARRIERS, AND THE FACT THAT MOST TRAVEL
AGENTS AND MANY HOTEL DESKS CAN ARRANGE BOOKINGS FROM
AND TO ANYWHERE BY ANY MODE; HOW WIDELY ACCEPTED ARE
TRAVELLERS CHECKS, AND HOW USEFUL ARE THEY IF DENOMINATED
IN CURRENCIES OTHER THAN THE U.S. DOLLAR; ETC. WE FOUND
THAT MOST OF THE AGENTS WHO CAME TO OUR SEMINARS HAVE
NEVER VISITED THE USA, AND THAT THEY WERE AS INTERESTED
IN THE MODES AND MECHANISMS OF TRAVELLING TO AND THROUGH
THE COUNTRY AS IN ITS SCENIC WONDERS AND VARIED ATTRACT-
IONS. VTR MATERIAL ON BOTH TOPICS WOULD BE AN ASSET,
AND COULD HAVE BEEN WOVEN INTO THE PROGRAM IN DIFFERING
WAYS. USIS/WELLINGTON IS CABLING TO USIA/WASHINGTON A
MORE ELABORATE PROPOSAL ON THE VTR ASPECT OF THE
SEMINARS.

9. ADMINISTRATION: SEPARATE CABLES TO USTS AND TOKYO WILL
REPORT ON THE USE MADE OF USTS FUNDS ALLOCATED FOR THE
SEMINARS, AND ON FUTURE NEEDS FOR PRINTED MATERIALS IN
NEW ZEALAND. IN ADDITION, WE WILL LOOK FORWARD TO THE
PROJECTED VISIT OF FRITZ SCHMITZ FROM USTS/TOKYO IN
JULY ON WHICH OCCASION PLANNING FOR A 1979 SEMINAR
SERIES CAN BE EXPLORED IN DEPTH. PHOTOS FROM THE NEW
ZEALAND SEMINARS WILL BE SENT TO USDOC AND TOKYO ONCE
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AVAILABLE. SELDEN

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Message Attributes

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